

Some tips

That might help you build up your site

Foreward: We've sold a few dozen copies of VS-TrEx over the last year, and watched several sites do well, and seen others not do so well. I've heard several webmasters ask for ideas on how to improve their sites. I don't claim to be an "all-seeing guru"... but I've been around the block. Consider this a 'living document', which I'll update from time to time, either here. Info will also be added in the 'tips and tricks' section of the trexcore support forum at <http://trexcore.com/phpBB/viewforum.php?f=7>

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A successful traffic exchange

This is an exchange that:

- Has a regular inflow of new members
- Has a good percentage of the membership surfing each week
- Gets a reasonable number of people to upgrade or purchase things at the site

I'm going to touch on the first two of these things in this document, and make another document about getting people to upgrade or buy stuff. I will post some updates at the trexcore tips and tricks forum, and will occasionally re-compile this file.

[For those who don't know me... I'm a long-time (25 years and counting) software developer, and generally run about 110% crazy busy, so things like books and documentation often take a back seat in my world. That's partly why I started the forum, so I could put down some ideas quickly, when I had a quick minute.]

Perversely, this book has come about because of 2 failed sites, and 2 sites that are 'borderline'... they started asking me how to get more members, more surfers, and more upgraders. I started to see some patterns, so I decided to put this together. I hope it helps.

The first, most important thing to realize is that **this is the internet**... what I mean by that is, don't take yourself too seriously... if you do, no one else will.

The internet is about reputation, and authenticity is a big part of that. People can usually 'sniff out' when someone is playing around or lying, and bad reputations spread 200 times faster than good ones, so play it straight, and give your members a chance to be comfortable. When I started VariSearch, I tried to be 'joe stuffed shirt'... people giggled... literally. When I decided to be me "Rich, the programmer / slightly freaky artsy geek", and put a headshot on my sites, things started to improve.

So why start with "don't take it too seriously"?

You'll find that newbies make silly mistakes, which can frustrate you (why get frustrated? They'll figure it out, and will appreciate if you help them. Newbies are the life-blood of ANY business, and their newness sometimes leads to really, really neat ideas.

You'll find cheaters, who try and rip-off free systems, or who set up entire servers to try and steal a prize. Should you be annoyed? Yes. Angry? Maybe a little. But don't let it keep you up at night. Catch 'em, ban 'em, and get on with your day.

Somewhere, among the newbies, cheaters, hackers, spammers, know-it-alls, and everyone else, you WILL find good, interesting, productive users, and you have no way of knowing, until after the fact, who will be who. The internet's anonymous, so if you don't treat people evenly, you'll end up hurting yourself.

So, take a deep breath, sit back, relax, and let's talk about things that hurt and help your user base.

Plus, if you don't take it too seriously, it could end up being an enjoyable thing to do. In my mind, that's part of a successful business: If you don't like what you're doing, it will end up being your un-doing.

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Okay, enough with the hokey hakuna-mutata business... on to actual business.

Section 1: Getting New Members

Traffic exchanges MUST bring in new customers on a regular basis. You need “new blood”, for several reasons:

- New people mean new ads, which keeps surfing interesting
- New people mean new buyers for you and your advertisers
- Random visitors WANT to see your membership growing... when you're big enough, your size will actually HELP you get more members... I call this ‘critical mass’.

The basics: get members as a member of other exchanges!

Okay, let's start with a “duh”: If you run a traffic exchange, are you a good member at a bunch of other exchanges? You should be.

- With VS-TrEx, we've started a ‘cross-pollination’ system, so each site carries an up-to-date list of other VS-TrEx sites. At any site, it should be at (site)Network/other.trex.sites.php, so at trex.varisearch.com, for example, it is <http://trex.varisearch.com/Network/other.trex.sites.php>
 - The best first thing you can do is join all the other VS-TrEx sites, and put your site's splash and referral pages in.
 - Next, go into your site's core controls and add your referral ID for each exchange into your local listing.

[Dog House](#) [Surfing Data](#) [Private Data](#)
[Default Ads](#) [Manage Complaints](#) [Prizes / Offers](#) [Site ID's](#)
[Surf Layouts](#) [Way-Stations](#) [Networks](#) [Database Mgmt](#)

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Networks

Other VS-TrEx Sites

[TLR/TrEx Net \(ads\)](#) **Other VS-TrEx Sites** [Sales Networks](#)

Other VS-TrEx Sites

This provides a simple way of listing other VS-TrEx that you belong to (with your referral ID, of course...).

Settings for display page

Show Graphic:

Show Comments:

Sort By:

Descending Sort:

| VS-TrEx SID # | Name | Offline? | Your Ref ID# | Hide? | Your Sort# |
|--------------------|------------------|----------|--------------|-------|------------|
| 19 | Ads Trek | No | 0 | No | 0 |
| 26 | Adsense Exchange | Yes | 0 | No | 0 |
| 15 | Blog Mosh | Yes | 0 | No | 0 |
| 14 | Blog Traffic | Yes | 0 | No | 0 |
| 2 | BreedTraffic | No | 0 | No | 0 |

- Once you've done this, you have a 'downline' page at YOUR site, which you put into rotation (stick it in an empty 'internal user', so it's always showing).
- This may sound sort of backwards, but think about it: If you build a downline at the other exchanges, and you promote your site there, you will keep your site in front of hundreds of other surfers for very little work. If every site did this, we'd all grow more quickly!
- Don't use JUST VS-TrEx sites. Most colleges don't let their graduates teach, because it lets things go stale. Join other traffic exchanges. Here are 2 little factoids:
 - Most **surfers** belong to 7-12 exchanges.
 - Most **successful** online advertisers belong to 40 or more exchanges. This helps them catch the eye of new members, wherever they come from.
- Don't judge a site by member size, or surfing per week. While these numbers can be faked, even if they are genuine, they can be misleading. Keep a wide variety of exchanges active, to keep your site visible. Try exchanges in other countries, just because they are "somewhere else".

Two resources for heavy traffic exchange users:

Rotator and Hit Tracker

Most (not all) exchanges will allow 'rotators'... this way, you can add new things to promote at one site, and the page shows up everywhere your rotator link is used, automatically.

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We have a rotator at <http://rotate.varisearch.com>, called “Twister” (as in, “big rotation”). It also has hit-tracking, and it’s free to join. Whether or not you use our service or someone else’s system, look at having a rotator. In the long run, a rotator will save you a good bit of time and effort.

Why a hit tracker? Well, you will know which exchanges are providing more ‘unique views’. In general, the more unique views, the more potential new members looking at your pages. This will help you figure out where to surf more, and where to surf (or buy) less.

Surfing Reminder

If you are a member of 10 or more exchanges, you can’t surf every exchange every day... when would you get your own work done? You need to set up a schedule, so you remember to surf a few sites every day. Further, you need to track where you surfed, so that you see all your sites in a reasonable period of time.

Coming in late January, 2007, we will be offering a ‘member minder’ service at <http://vs-ten.com> This allows you to build an online ‘diary’ with your surfing links, and keep track of which sites to surf when. Again, this is a basic free service, and several other companies offer them. My point is that you need to have a *systematic way to stay active at many, many exchanges*. Try to surf each site at least 30-60 minutes a week, and the results will come.

Realize that traffic exchanges will probably be your #1 source for new surfers. You don’t have to convince them that surfing is good, only that your site will be interesting, profitable, and worthwhile.

Other things to try (or to avoid)

This list is compiled from the experiences of our first 6 VS-TrEx sites. I've seen the good and bad aspects of this list repeated many, many times now.

Have a referral contest, but not for money: When you start offering cash prizes, especially for referrals, the cheaters come out of the hills, valleys and streams. You will have entire servers dedicated to pumping extra bogus email addresses into your system, even if the prize is only \$100.00. DO have referral contests, but make the prizes an upgrade, a t-shirt, or a ton of credits... that helps cut the incentive for cheaters, saving you time catching and clearing them.

Print / newspaper ads don't work. Most people who surf read their news online, not in the paper.

Online classifieds DO work: Places like AdLandPro, FreeStuffForum, and other sites pitching to "opportunity seekers" will help you bring in members. Keep in mind you'll get a lot of newbies, which is good and bad, but a lot of any user class is ultimately good.

Multiple-instance Search engine submission and SEO does NOT help: For the most part, your Google PR and Alexa are only of a little interest to newbies, and of no interest to experienced surfers.

That being said, you should get submitted ONCE to all the engines, so that your site shows up. You should make sure you're listed at SiteRanking.com, and at Alexa.com. Just keep in mind that you are competing in the listings with 15-20 thousand other exchanges. Making the top of the list isn't worth the effort, because most people don't search for traffic exchanges.

How do they find out about good and bad exchanges?

Forums DO WORK: Join surfing-related forums, and read surfing blogs. For instance, if you're a manual-only exchange, you'd be crazy not to join Net Marketing Forum (<http://netmarketingforum.com/>), because it is specifically a group of manual-only exchange owners. Non-Click / Auto exchanges don't have a real well-organized group that I know of, but if it's not out there yet, it will be. The Internet abhors a vacuum. [That's why it's so messy.]

Also, a new trend with exchanges is to start their own forum. If your exchange is focused on a topic, like investing, this can be a great way to attract members, and to keep members interested and active in the site. Maybe even give away credits for high-posters to your forum.

Blogging CAN work: Don't make my mistake: Don't start a blog unless you can devote about an hour every other day (I have nowhere NEAR that much free time). Putting in brief articles, discussions and the like on a every-other day, or even every-day basis can get you well listed at Technorati (a blog search system), and other blog-oriented sites.

Splash pages are a must-have: One of the bigger trends to take off in 2006 was the "Splash page". This is a small rectangle with one or two small graphics, and a bit of text. It may take some thought to get your point across, but splash pages do help. In your VS-TrEx site, there is a customizable splash-page editor. It lets you build a splash page on-site, that both you and your members can use. (In 1.4, we will be adding the ability to create and maintain several splash pages... right now, you've only got one.) In your core controls, this is under "Custom pages", selecting the "Splash page" from the page links.

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| Site Wide Settings | Members & Ads | Money-related | Email & Weekly | Add-On Modules |
|--------------------|-------------------|-------------------|----------------------|----------------|
| Basic Settings | Membership Levels | All Pricing | Email Content | New stuff! |
| Advanced Stgs | _____ | Purchases | _____ | _____ |
| Page Layout | 'Contact us' Data | Manual Purchase | Build Toplists | _____ |
| Default Page | White List | _____ | Send Email | _____ |
| Custom Pages | Check 4 cheaters | Cash Accounts | _____ | _____ |
| Text Blurbs | Manage Members | Payout Requests | Surf Contest | _____ |
| URL Blocker | Manage Ads | ROI: Site Balance | Referral Contest | _____ |
| IP Blocker | User Blocker | Pmt Processors | Trivia Contest | _____ |
| Dog House | Surfing Data | _____ | Trivia Data | _____ |
| Default Ads | Manage Complaints | Prizes / Offers | Site ID's | _____ |
| Surf Layouts | Way-Stations | Networks | Referral Hit Contest | Database Mgmt |

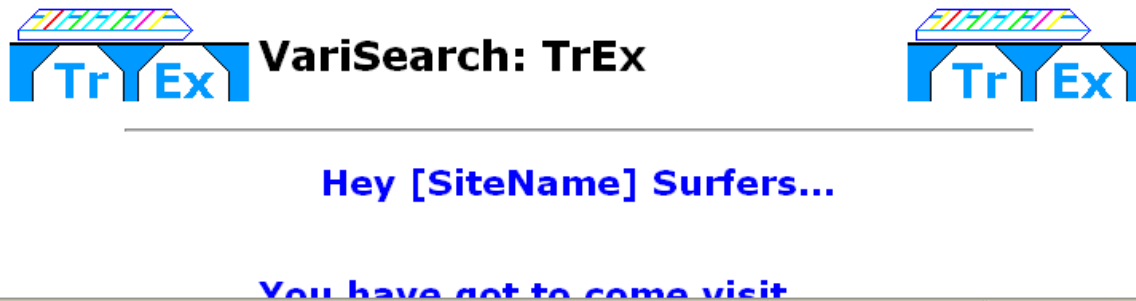
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Customizable Pages

Splash Page

| | | | | | |
|------------------------------|--------------------------|-------------------------------|----------------------------|--------------------------------|--------------------------|
| How it Works | About us | Site Policies | Terms | Privacy Policy | Site Map |
| Surf Sponsor | Splash Page | Login Page | Token shop | Prize Page | Network |
| Dog House | | | | | |

Current Appearance



Below this part of the window is an edit box where you can change the page... html is allowed (and highly recommended).

This will automatically carry referrer's cookies, if it is called with ?ref=(some user id).

New feature: Notice the field that says [SiteName]? When shown, that field will try to figure out the name of the exchange showing the site, and display the name there. So, if it was shown on BreedTraffic, it might say "Hey Breed Traffic Surfers"... it's an extra attention-getter. The system tries to figure out the site name, then stores it in a database. You can help fix records in your local copy through the "Site ID's" section in the core controls.

We will be looking at creating a 'super list' for you to load in either 1.4.0 or 1.4.1, to make this work better from the start.

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Banner exchanges CAN work: But watch your costs... you're better off using banner EXCHANGES, than flat-out buying banner space, most of the time. I'm going to run some experiments in mid-2007 to determine cost/value of banner ads for traffic exchanges, and I'll publish the results, probably in the Fall, at trex core.

By the way... as a VS-TrEx webmaster, you have a built-in banner exchange that your members can use to earn extra autosurf credits. Try to make a point of reminding your existing members about it, and put links to the sites that carry your banner. That's in "Text Blurbs/Exchange participants"... put it in there, and it shows as a public link:

The screenshot shows the 'Site Wide Settings' page for TrEx. The 'Text Blurbs' section is highlighted in the left sidebar. The main content area shows a table of 'Exchange Participants' with columns for B-ID, UserID, Dated, Title, URL, and Text.

| Site Wide Settings | Members & Ads | Money-related | Email & Weekly | Add-On Modules |
|--------------------|-------------------|-------------------|------------------|----------------|
| Basic Settings | Membership Levels | All Pricing | Email Content | New stuff! |
| Advanced Stgs | | Purchases | | |
| Page Layout | 'Contact us' Data | Manual Purchase | Build Toplists | |
| Default Page | White List | | Send Email | |
| Custom Pages | Check 4 cheaters | Cash Accounts | | |
| Text Blurbs | Manage Members | Payout Requests | Surf Contest | |
| URL Blocker | Manage Ads | ROI: Site Balance | Referral Contest | |
| IP Blocker | User Blocker | Pmt Processors | Trivia Contest | |
| Dog House | Surfing Data | | Trivia Data | |
| Default Ads | Manage Complaints | Prizes / Offers | Site ID's | |
| Surf Layouts | Way-Station | Networks | | Database Mgmt |

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Text Blurbs: Exchange Participants

[User Comments](#) | [Site Links](#) | **[Exchange Participants](#)** | [News](#) | [FAQs](#) | [Good Sites](#)

| Currently Viewing Exchange Participants Text Blurbs | | | | | |
|---|--------|--------------|----------------------|-----------------------|--------------------------------|
| B-ID | UserID | Dated | Title | URL | Text |
| 72 | | 0 2005-10-10 | Vitality and Health | www.vitalityandhealth | The cheapest generic Viagra (K |
| 62 | 1320 | 2005-09-04 | Gigitrix Media Solut | www.gigitrix.sitebur | Free Exclusive Online games an |

Big mistakes to avoid:

- Do NOT give away more than 2,000 credits for free signups at an auto surf, or 500 for a manual surf. If you do, many greedy members will join and sit back. Smart members won't even join.
- Do NOT give out a surfing ratio over 5:4 (0.8 credits per page) to free members... it is un-sustainable. Again, the greedy will take advantage, while the knowledgeable will avoid you altogether.
- Do NOT set surf timers over 30 seconds for auto, or over 20 seconds for manual... slow timers turn off surfers. Most pages are (or should be) designed for 10-seconds-or-less viewing, so even 30 is becoming 'long'.
- Do NOT run a referral contest for cash, unless the prize is USD \$20 or less, or you will get thrashed by cheaters.
- Do NOT put dates on your front page, unless you can edit them every week. You will forget, and the page will look stale, turning off members.

Now that you're here...

Okay, so now you're a member of 30-50 exchanges, have a surf schedule set up, are using your Downline building tool, and hopefully a rotator. With some online classified ads, a few banner exchanges, and a little forum time, you're now getting in a flow of members.

What's a "flow" of members? For a manual site, 3-7 members a week would be considered a good start. For a non-manual site, 10-20 members a week would be an 'okay' start.

Critical Mass

I'm only going to speak about non-click exchanges here, because I don't have enough experience in the manual-only world to quote proper figures.

There are a couple "key numbers" to watch out for. This isn't numerology or guesswork... it's just the way things keep turning out. These are 'self sustaining' or 'juggernaut' figures.

- **100** – This is a silly number, but if you don't have 100 members in the first month, you need to review your approaches (see the previous part of this section.) 100 members is a 'just starting out' value.
- **800** – I've seen about 2 dozen sites get stuck at this value... around 800 members, you have old ones that drop out as fast as new members join, and you get 'stuck', bouncing from 750 to 850 or so. For most sites, a surfing contest, and a referral contest (alternate weeks for these) usually breaks the bottleneck.

The good news... once you cross 1,000 members, you shouldn't drop back under 800 unless you have a major server outage (like a week or more).

- **1,200 – 1,400**: Most sites breeze through this one, but a few get stuck here. When you're here, you've had some members for quite some time... you'll need to 'shake things up' a bit, or they will drop off, sticking you at this number. Part of that is more, newer advertising, or maybe a site redesign, some new graphics. Maybe you add that forum or blog you thought about, but hadn't started yet. You will get onesy-twosey ads in your newsletter, and with luck, maybe 3-10 percent of your membership will buy something over the course of a year. The more you engage them, the higher your percentage will become.

There is a "no-man's land" between 1,400 and about 2,100 members... very few sites stay there for long. This is where having a good server, and an engaged membership become critical.

- **2,200+**: You've reached the 'first level' of critical mass. If you do it in under a year, you get a lot of 'street credit' for it. Once you cross the 2,200 member mark, the system starts to gain 'gravity'... simply from the number of surfers, more surfers come in. Your members should be out-advertising you consistently, to build THEIR downlines. Even at low subscription rates, subscriptions and credit purchase should be more than paying for a server. By this point, you should have at least 1-2 helpers doing site approvals for you, because there will be an awful lot of sites to check out.
- **5,500+**: This is a hard place to get to, and a great place to be. Most people will consider your exchange a serious business at this point, and your mailing list will now be profitable. We currently have 2 sites at this level, and the owners have reported that they make a little money, after servers and helpers, and get a good response for front-page ad space, and newsletter ad buys.

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Turning ‘members’ into ‘surfers’:

You will run across groups of users, or periods of time where people join, but don’t surf, or suddenly stop surfing. This is a very common issue, so let’s start with what to worry about: actual numbers:

Check your live statistics (news/live statistics) regularly from time to time, as a “pulse check”: Take a day and check every 2 hours, then do the same thing a few days later, and compare the numbers... is there a trend? There usually is.

Most sites seem to get between 1 and 2% of their members surfing at a time. If it’s on the low end of that scale, you might want to ‘motivate people’ to surf.

| # Members | # Surfing (low) | # Surfing (great) |
|-----------------|-----------------|-------------------|
| 800 | 6 | 12 |
| 1,200 | 10 | 20 |
| 2,200 | 15 | 35 |
| “No man’s land” | 25-ish | 50-ish |
| 5,000+ | 35 | 80+ |

These numbers may look very low, but they’re not. First, remember that most surfers do not and can not surf 24 hours a day, or even 2 days in a row, so these figures end up meaning a good percentage (25 or more) of the surfers are surfing for a bit each week.

Remember that in any exchange, a large percentage of surfers are ‘hoppers’... they start a project, and when they don’t get rich in a week, they change projects. It’s an unfortunate side-effect of human nature, but a lot of people keep trying to “win the lottery” with an internet business. So you will get a lot of join-but-never-surfed, or surfed-for-a-month-and disappeared users. Don’t take it personally. (Remember what I said at the beginning of this document.)

When a site sits idle, the webmaster isn’t surfing, newsletters are irregular, or the ratios are wrong, surfing will fall. Unfortunately, this is a destructive cycle: less surfing means credits fall off more slowly, so people ‘gain weight’ (get more credits than they need). I’ve seen a 3,000 member site under-perform a 1,200 member site consistently, simply from a lack of attention.


The real goal in the business model of a traffic exchange is to get the ratios set up so that a surfer needs to surf at least weekly, or purchase credits, to stay visible. That is the ‘stick’ that helps keep surfers surfing. The carrot is that with more surfers surfing, their ratings and sales potentials increase.

Get Metrics first


So let's talk about the tools you can use in VS-TrEx to help 'up the ante'. To figure out what's working, you should take some metrics for a week first, and then test out your changes. Metrics you should gather:

- As described above, get 6 or more readings a day of 'how many surfing'... remember to discount by 1 for each VS-TEN incoming interface user you have on site, as they count as 'surfers'.
- Get a 'token balance' at the same time every day for a few days. This is done by running the ROI calculator with 'show details' turned on, and reading the bottom to lines of the result page (shown below)
- Look up the top 4 surfers in your top-10 list, and check their credit balance.

(Generating a balance run... the dates aren't important... we just want the credit/token balance.)



Money-related
ROI: Site Balance



| Site Wide Settings | Members & Ads | Money-related | Email & Weekly | Add-On Modules |
|--------------------|-------------------|--------------------------|------------------|----------------|
| Basic Settings | Membership Levels | All Pricing | Email Content | New stuff! |
| Advanced Stgs | _____ | Purchases | _____ | _____ |
| Page Layout | 'Contact us' Data | Manual Purchase | Build Toplists | _____ |
| Default Page | White List | _____ | Send Email | _____ |
| Custom Pages | Check 4 cheaters | Cash Accounts | _____ | _____ |
| Text Blurbs | Manage Members | Payout Requests | Surf Contest | _____ |
| URL Blocker | Manage Ads | ROI: Site Balance | Referral Contest | _____ |
| IP Blocker | User Blocker | Pmt Processors | Trivia Contest | _____ |
| Dog House | Surfing Data | _____ | Trivia Data | _____ |
| Default Ads | Manage Complaints | Prizes / Offers | Site ID's | _____ |
| Surf Layouts | Way-Station | Networks | _____ | Database Mgmt |

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Site-wide cash balance

Submit info for site balance assessment

| | |
|---|--|
| Starting Balance: | <input type="text"/> |
| Starting on: | <input type="text" value="2006-01-01"/> YYYY-MM-DD |
| Ending on: | <input type="text" value="2007-01-01"/> YYYY-MM-DD |
| Breakout Details: | <input checked="" type="checkbox"/> |
| <input type="button" value="Generate Balance"/> | |

The bottom of the report is shown on the next page:

| Current (2007-01-03) Token Holdings. | |
|--------------------------------------|-------------|
| Free Tokens Held: | 6645623.044 |
| Paid Tokens Held: | 15524.400 |

[Return to consolidated core menu.](#)

With this data, the ‘trends’ will give you a clue about what’s probably happening:

- Surfing will follow cycles of a few weeks... a little up, a little down, but the numbers should stay even within a range, like described in the table above. If the numbers are on the low end of the table, you need to **Inspire surfing with contests or prize pages.** The same is true if the numbers trend downward more than 2-3 weeks in a row.
- If your token balance is changing gradually, no big deal... if it’s changing quickly, or it’s near zero, you need to take action:
 - If the balance is rising quickly, you are giving away too much... either your ratios are too high, or you have too many internal members (or offers), “giving away” credits. You also may want to increase your surf volume FROM VS-TEN TO your site, as it helps pull credits out of the system for you.
 - This often happens if either the free or first upgrade has a surf ratio close to 1:1... members can rack up credits very quickly, then sit back and wait, which will wreak havoc on your site.
 - If the balance is dropping quickly, you are giving away too little, or someone is hammering your exchange system. You may want to DECREASE the VS-TEN volume TO your site, or add some pages to internal users, which ultimately add credits back into the system.
 - Make sure you have turned on ‘quench timers’ for at least the free member levels. Quench timers prevent people from pulling exchange ads too quickly, and draining the system. Ultimately, not quenching free members will annoy users.
 - This can also happen if your surf ratios are too low (below 2:1, or 0.5 credits/view), so you might want to review your surfing rates.
- Look at your top-4 surfers for the last week... check their free credit balances, and whether they surfed today or not.
 - If the members are ‘fat’ (have lots of credits and have NOT surfed today), your surf ratio is high, or surfing is down.
 - If the members are ‘slim’ (have < 1,000 credits and have NOT surfed today), you are probably on track.
 - If the members are ‘lean’ (have < 1,000 credits and HAVE surfed today), your surf ratio may be a bit low. If surfing has been up lately, no big deal... if surfing has been down, your ratios are too low.
 - If members are ‘empty’ (have < 100 credits and HAVE surfed today), up your surf ratio immediately.

How to make these changes

The trickiest one is changing 'surf ratio'. There are potentially 4 numbers to change (the manual and auto rate, and the displayed rates) on each level. The best thing to do is WRITE DOWN what you want the values to be, then go to 'member levels', switch to 'credit view', and start working the figures in.

It is easier to do if you do all auto settings, then all manual settings. Also, for the display to look nice, you want to put the 'ratio' in, not just the 'credits per page'. Here's a table so you don't have to do the math:

| If credits/view is | The ratio is |
|--------------------|--------------|
| 0.1 | 10:1 |
| 0.2 | 5:1 |
| 0.3 | 10:3 or 3:1 |
| 0.4 | 5:2 |
| 0.5 | 2:1 |
| 0.6 | 5:3 |
| 0.7 | 10:7 |
| 0.8 | 5:4 |
| 0.9 | 10:9 |
| 1.0 | 1:1 |
| 1.1 | 10:11 |
| 1.2 | 5:6 |
| 1.3 | 10:13 |
| 1.4 | 5:7 |
| 1.5 | 2:3 |

Screen shots of the credit view selector, and the fields we're talking about changing are on the next page.

| Site Wide Settings | Members & Ads | Money-related | Email & Weekly | Add-On Modules |
|--------------------|--------------------------|-------------------|------------------|----------------|
| Basic Settings | Membership Levels | All Pricing | Email Content | New stuff! |
| Advanced Stgs | | Purchases | | |
| Page Layout | 'Contact us' Data | Manual Purchase | Build Toplists | |
| Default Page | White List | | Send Email | |
| Custom Pages | Check 4 cheaters | Cash Accounts | | |
| Text Blurbs | Manage Members | Payout Requests | Surf Contest | |
| URL Blocker | Manage Ads | ROI: Site Balance | Referral Contest | |
| IP Blocker | User Blocker | Pmt Processors | Trivia Contest | |
| Dog House | Surfing Data | | Trivia Data | |
| Default Ads | Manage Complaints | Prizes / Offers | Site ID's | |
| Surf Layouts | Way-Stations | Networks | | Database Mgmt |

User 1 - Richard Parker is logged in. [Log out.](#)

Membership Levels: Credits

Hint: Click on the Level # to edit an entry

If you change the level values, apply them to all current users: [here](#)

To add a new level: [click here](#)

[Full View](#)
 Credits
 [Commissions](#)
 [Credit BuyBack](#)
 [Paid-To](#)

| Lv.# | Name | Signup Must Surf | Monthly Must Surf | Non-Click | Manual | Ad Rate | Max Sites | Way Stns | Quench |
|-------------------|-----------|------------------|--------------------|-------------|-------------|---------|-----------|----------|-------------------|
| 0 | Passenger | 0 *50 | 100a 20m **0 | 0.75 / 30 s | 1.00 / 30 s | 0.75 | 10 | 0 | 10000-10000-10000 |
| 1 | Yard Hand | 0 *0 | 200a 40m | 1.00 / 30 s | 1.20 / 30 s | 1.00 | 20 | 0 | 0-0-0 |

On the next page, we have the image of the actual edit of a member level... for this work, just look at the lines that say Auto Surf and Manual Surf. You can change the rates and ratios, as well as the surf time.

A note about surf time:

The system default has 5 levels, running from 30 to 15 seconds in both auto and manual. This was based on the 'norm' back in 2004. I highly recommend changing auto surf to go from 20 to 10, and manual to be 20-5 or 20-10... people are much more used to higher-speed surfing, and more surfers have high-speed access, so the extra ten seconds don't buy much (other than slower surfing).

Modify membership level info (Credits)

| | | | | |
|--|---|--|--|--|
| Level # : | <input type="text" value="0"/> | Description : | <input type="text" value="Passenger"/> | |
| Hidden : | <input type="checkbox"/> | | | |
| Auto Surf: Value: | <input type="text" value="0.75"/> | Timer : | <input type="text" value="30"/> | Ratio: <input type="text" value="4:3"/> |
| Manual Surf: Value: | <input type="text" value="1.00"/> | Timer : | <input type="text" value="30"/> | Ratio: <input type="text" value="1:1"/> |
| Referrals: Levels : | <input type="text" value="5"/> | Bonus : | <input type="text" value="0.030"/> | Multiplier : <input type="text" value="1"/> <i>Don't change this</i> |
| Monthly Bonus : | <input type="text" value="100"/> auto <input type="text" value="20"/> manual | Signup Bonus : | <input type="text" value="0"/> | Must Surf : <input type="text" value="50"/> |
| Advertising value : | <input type="text" value="0.750"/> | Max #/Sites : | <input type="text" value="10"/> | Max W.S's : <input type="text" value="0"/> |
| Monthly Surfing : | <input type="text" value="0"/> | | | |
| <hr/> | | | | |
| Quench Timers (values in milliseconds) | | | | |
| Banners : | <input type="text" value="10000"/> | Text Ads: (12) | <input type="text" value="10000"/> | Mini-B : (8) <input type="text" value="10000"/> |
| <hr/> | | | | |
| Member Extras | | | | |
| Email : | Min. Gap: <input type="text" value="0"/> | days. <i>Minimum days between emailing downline. (0=never)</i> | | |
| Purchases : | Bonus: <input type="text" value="0"/> | % | | |
| Downline Extra : | Signup: <input type="text" value="0"/> | Monthly: <input type="text" value="0"/> | | |
| | <input type="button" value="Delete Record"/> | <input type="button" value="File Changes"/> | | |

Close this window when done.

Important Note: This screen has 2 buttons on it... the first is 'delete record'. We're going to change this soon, but until we do:

- Do NOT hit enter, as that usually calls the 'delete record' button in most browsers.
- Make sure you hit the 'file changes' button.

Once you adjust the rates, make sure to announce it with an email, and put it on your login page (custom pages / login text), and maybe even put it on your news page (text blurbs / news). Give members about 5-10 days to adjust, and start measuring again.

Over time, this will help you keep people surfing. More surfing makes advertisers happy, and helps your site to grow.

Originally, I was going to put in 'how to get customers to buy' in this document, but that's a lot of material, and I want to run some experiments, so I can give you 'hard results'. Look for that in a few weeks.